**2. Admin Features (Website Owner/Manager) - Detailed**

**Dashboard & Reports**

* Overview of total revenue, number of users, and total orders
* Sales trends (daily, weekly, monthly)
* Best-selling products and categories
* Traffic analytics (visits, bounce rate, conversion)
* Refund and return statistics
* Real-time alerts (low stock, order spikes)
* Export reports (CSV, PDF)

**Product & Inventory Management**

* Add/edit/delete products, categories, and attributes (e.g., size, color)
* Bulk upload/edit products (CSV/Excel)
* Product status control (active/inactive)
* Set product visibility by region or user type
* Monitor and alert low stock items
* SKU and barcode management
* Assign products to vendors (multi-vendor)

**Order & Transaction Management**

* View and manage all customer orders
* Update order statuses (confirmed, packed, shipped, delivered)
* Manual order creation for customer support
* Manage returns and refunds
* Transaction history and reconciliation
* Invoice generation and download
* Handle disputes and complaints

**User & Seller Management**

* Manage customer accounts (view, block/unblock, edit)
* Create and manage internal roles (admin, moderator, support)
* Approve, monitor, or ban vendor accounts
* View vendor performance: ratings, delivery speed, returns
* Assign commission rates or plans to vendors
* View customer interaction logs (messages, reviews)

**Content & Promotions**

* Create/edit homepage banners, carousels, and featured sections
* Schedule flash sales, limited-time offers
* Coupon code creation and management (rules, expiry, usage limits)
* Product tagging for promotions (e.g., "Deal of the Day")
* Blog/news section management
* SEO optimization (meta title, description, friendly URLs)

**Security & Settings**

* Role-based access control (who can access what in the backend)
* SSL certificate and HTTPS settings
* Data encryption settings
* GDPR and privacy policy configuration tools
* Site-wide settings: currency, tax rules, language, timezone
* Backup and restore system data
* CAPTCHA and anti-bot protection